

Lingering Luxury  
For Christmas Day...  
and Every Day with Gifts by  
**Yardley**  
of LONDON  
Sold Exclusively in Torrance  
at the Torrance Pharmacy

Fresh, sweet fragrance and lasting charm of two famous Yardley colognes — Lotus Cologne and April Violets, prettily boxed with four tablets of Lavender Guest Soap. Complete—  
**\$1.85**

**Trio Box** by Yardley  
• Vivacious Lotus Cologne  
• Demure April Violets  
• Fert Fragrance  
All three colognes in gay flowered Trio Box **\$1.50** Only



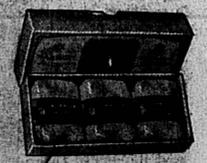
LOTUS—Yardley's NEW cologne in golden-topped **\$1** bottle



New Triple COMPACT by Yardley. Provides Loose Powder, Rouge **\$2.75** and Lipstick **\$3**



Yardley's Bath Dusting Powder with Puff **\$1.35**



Yardley English Lavender SOAP, a tablet 35c; Box **\$1.60**



"First Family" — BOND STREET  
A highlight of charm and exquisite loveliness, traditionally cherished.  
"Bond Street" Perfume **\$2.50**  
"BOND STREET" Toilet Water **\$1.50** and Dusting Powder **\$1.50**



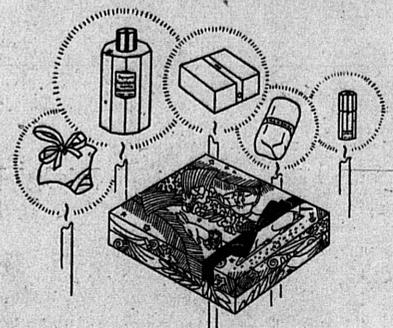
**YARDLEY GIFTS FOR MEN**

Yardley SHAVING BOWL and LOTION SET.....\$2.00  
Yardley SHAVING BOWL, After Shaving Lotion, and Invisible Talc. The set.....\$2.85  
Yardley Individual SHAVING BOWL.....\$1.00  
Yardley AFTER-SHAVING LOTION, in silver-cap bottle.....65c  
Yardley INVISIBLE TALC—all its name implies...85c

**FLOWING UNDER**  
"Machines that have been let loose upon the world," says Research Chief Stacy May, "bid fair to uproot our civilization." He could have added that nothing better is likely to come of the replanting.

**WORLD'S LARGEST**  
With another 82,500 kilowatt generator going into action on the Arizona side of the great Boulder Dam power plant, the claim of its being the largest hydroelectric power plant in the world has been clinched.

**Enchantment**  
By LENTHERIC



**TO GIVE AND TO HAVE...**  
A wealth of enchantment in fragrance lies — — — enchantment in giving for those who select from the Lenthéric repertoire.

**Gift Sets for HER...**  
by Lenthéric

- BOUQUET Confetti (4 oz. flacon) with Bubble Bath Salts, Set (Also available in Tweed, Miracle).....\$2.50
  - BOUQUET Shanghai (4 oz. decanter) with Bath Powder, Set (Also available in Tweed, Miracle, A Bientot or Confetti).....\$3.75
  - BOUQUET Confetti (4 oz. atomizer) with Bath Powder, Set (Also available in Tweed, Miracle, Shanghai or A Bientot).....\$2.75
  - BOUQUET Miracle (4 oz. flacon) with Bath Powder, Set (Also available in Tweed, Shanghai, A Bientot or Confetti).....\$2.50
  - DELUXE SOAP, in A Bientot, Miracle, Shanghai, Tweed or Confetti, Box of three.....\$1.50
- Also many other Delightful Combination Sets.

**Gift Sets for MEN...**  
by Lenthéric

- AFTER SHAVE LOTION, (8 oz. dec.).....\$2.50 (16 oz. dec.—\$4.00)
  - AFTER SHAVE LOTION, Eau de Cologne, and After Shave Powder.....\$2.75
  - AFTER SHAVE LOTION, Eau de Cologne, Scalp Stimulant, After Shave Powder, matching Shaving Bowl and Men's Soap, Set.....\$5.00
  - AFTER SHAVE LOTION, Eau de Cologne, After Shave Powder, and matching Shaving Bowl, Set.....\$3.75
  - MEN'S DELUXE TOILET SOAP, 3 Cakes to box \$ .75
  - EAU de COLOGNE, (8 oz. dec.).....\$2.50 (16 oz. dec.—\$4.00)
- Many other Handsome Gift Combinations.



**All Aboard —**  
For Christmas Giving!

MEN TRAVEL FAR and wide and still do not find a more convenient shaving kit than the one designed by Lenthéric.  
Fitted with After-Shave Lotion, travel size tube of Lather Shaving Cream, and After-Shave Powder in ivory-toned plastic—all held firmly in place by leather straps and protected from buffeting by leather flaps.  
A gift to please the man who travels!  
Especially Priced at \$2.75



LARGE pearls are introduced by Marvella for Christmas gifts.

**Store Slogan Contest**  
Extended to Dec. 13

A late repercussion of the Nov. 14 earthquake was noted this week in the announcement from Carney Emmet, proprietor of the El Prado Furniture store, that the slogan contest being conducted by his store was extended to Dec. 13. A major prize of \$25 in cash and six other awards will be given for the best six-word slogan pertaining to El Prado Furniture store.

**Developer Plans**  
Model Homes  
Construction

Construction of three homes as models for the entire tract will start at once at 223rd st. and Western ave., according to C. Birney, developer, this week. He said the first units will serve as home types for further development which will include construction of 100 homes immediately following erection of the model structures.  
Birney said the houses will be sold on F.H.A. terms based on moderate prices. They will range from \$1,850 to \$2,250 and will have one bedroom with day-bed facilities. A feature of the houses will be the plan which will allow for addition of other rooms without change in structural design.

**Grocers Feature**  
Yuletide Cookies

Torrance grocers this week joined in sponsorship of the nation-wide "Bake Cookies for Christmas" campaign. Emphasizing the theme that Christmas cookies make for a genuine old-fashioned yuletide, local grocers are cooperating in distribution of cookie recipes to housewives.  
All stores have made displays of actual home-baked cookies possible from the available recipes, and the Pet Milk and Soft-silk Flour manufacturers have cooperated with local grocers in developing simple, economical recipes for the Christmas baking.  
Dealers point out that cookies are the perfect gift for the boys in army camps and are a "must" for Christmas boxes sent to the Army posts.

**Personality Perfumes**  
For Every Type Woman



A REFRESHING CHRISTMAS GIFT is this Perfume Stick. A novel suggestion for renewing your perfume aura. Perfect concentrated match is scented to each of the original liquid perfumes. Inexpensive, exciting gift—you roll it up a little, dab it behind your ears, touch it to your temples or rub it on your wrists.  
Perfume has always been the gift of glamour... it is a subtle compliment to the beauty and charm of the recipient. Tell her she is daring and sophisticated with a heavy scent, or sweet and flower-like with a floral bouquet. This year, more than ever, there is an exciting array of luring or exotic perfumes, beautifully packaged to grace My-Lady's dressing table. One gay new floral perfume is packaged in a vase shaped bottle with a bright nosegay on top. Both the perfume, and matching toilet waters is presented in this graceful bottle with its flowered top. It is a delicate and lasting scent, as refreshing as a bouquet of flowers. A new idea in perfume is the solid stick form. It's wonderful to carry in your purse, because it can't possibly spill or leak grace My-Lady's dressing table... and perfect to reawaken the scent of your liquid perfume.

For the  
**Loveliest**  
Lady  
on your list...

these fragrant gifts  
by Lucien Lelong



**Tailspin Perfume**  
Exciting new fragrance by Lucien Lelong that will send Her into a tailspin over you. All the girls say it's dizzying as falling in love. **\$3.75**



**Flippant Cologne**  
One of the grandest colognes she's ever used. Lovely lasting fragrance like a bouquet. **\$1.50**



**Indiscret Dusting Powder**  
If you want a thoughtful gift, send "Indiscret" Dusting Powder by Lucien Lelong. So rich, so useful, so very luxurious... she'll be grateful always. **\$2**



**Indiscret Perfume**  
What she's really hoping for is "Indiscret" Perfume! One of our most popular fragrances, it is sure to please. **\$5**

**PLASTIC TOYS BEING SHOWN**  
IN GREAT VARIETY FOR XMAS.



V FOR VICTORY Fur Cloth Lion... Fur Cloth Rocking Horse With Martingale Trappings... Climbing Fur Monkey... Ming Toy With a Replica of Herself... "Magic Squeezes," Baby Doll With Three Voices, Magic Skin, Arms and Legs.

**Novelty Hosiery**  
Solves Many Gift Problems for Shoppers

Novelty hosiery presents a wealth of merry suggestions for gift-giving for the Christmas season. And novel hosiery fashions, this year, are not confined to gay types, suitable only for the young. There are novel types for all ages, and they offer a welcome change, with plenty of variety.  
Novelty rib lises, in bright colors, costume shades, or conservative beige tones, are just right for wear with winter woools — and their vertical ribbing is full of flattery. Cotton and silk meshes are also good for wear with woools, and the finer types are sheer enough to wear with afternoon clothes — very effectively.  
Of course, silk and Nylon hose are always acceptable — particularly so this year, and worthiness of the top name on your Christmas list. They're bound to be both treasured and appreciated.  
Wool hose, make a welcome Christmas gift, for winter weather, and are very spirited in gay colored versions for school and college girls.

Modern plastics are gradually taking the place of other materials in toyland and this Christmas we find plastics on everything from the coating on stuffed cotton fabric animals to the propellers on toy airplanes.  
Because of the sanitary, lightweight, durable and colorful features of plastic toys they have gained unusual popularity in a comparatively short time.  
Games of all kinds feature bakelite or other plastic parts or counters... educational toys keyed for children of various ages have nested blocks interlocking blocks.  
For the tiny tot and infant there are bead necklaces, rattles, transparent plastic balls, teething beads and small wheel toys.  
Plastic sand molds and scoops for playing in the sand pile.  
Scale model freight cars with plastic sides, American and other soldiers made of plastics and boat sets in variety are gifts suitable for the young boy whose who are air-minded or who have airplane building as a hobby will like the plastic propellers and plane construction sets.  
**SCHOOL ENROLLMENT**  
Washington—According to the United States office of education, the school enrollment for 1941-42 is \$1,668,000.

**Slippers for Gifts**  
When Christmas  
Nears Are Tops

Slippers are particularly satisfactory Christmas gifts, because they have long service ahead, to be remembered by — and they grace the friendliest hours of the day, the hours of rest and relaxation.  
Felt slippers with comfort in every inch, and leather slippers with soft soles, are happy gifts for women who lead a busy life, whether at home or at business. They are complete "relaxers" and their bedside manners are the very very, best.  
Leather slippers, of the d'orsay variety, are sturdier versions of loyng slippers, and wear heels for support. They're really modern "house slippers," and make grand gifts for women whose home life involves chores "after hours." They are restful, but not too utterly so.  
Mules, of course, are usually first frou. There are leather adaptations, with more-or-less sensible backstraps; but even they refuse to look serious-minded. Mules offer a treat for the imagination — in fur fabrics, metallics, slipper satin and polished leathers with turned-up toes, and they're a joy to buy, a joy to give and a joy to receive. There's nothing stubborn about gift mules, they're very, very willing to please.  
Slippers of all types are thoughtful companion gifts, to give with negligees or housecoats. They can be dyed-to-match, or selected for contrast.

**Aide to Chinese**  
Government Due  
Here for Visit

En route back to China and resumption of his duties as one of the financial advisors to the Chinese National government, Dan F. Myers, brother of Mrs. William Hyatt of 21502 South Berendo ave., is expected here Dec. 30 from Washington, D. C.  
He has been conferring with Lend-Lease officials regarding aid to Generalissimo Chiang Kai Shek's forces in their defense of China against Japanese aggression.

**Ten Cities Get**  
Co. Assistance on  
Civil Service Work

Contracts with 10 cities for the county to handle their civil service work were ratified Tuesday by the board of supervisors. Three more municipalities—Torrance, Monrovia and San Fernando—have asked the county to enter into similar agreement. Cities whose contracts were approved this week were Bell, Burbank, Gardena, Culver City, Hawthorne, Manhattan Beach, Inglewood, Maywood, Redondo Beach and South Gate.

**TORRANCE PHARMACY**

1411 Marcellina Ave.

GEORGE L. PROBERT

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